

**Breast Cancer Awareness Association**

**Request for Proposal:**

**Marketing Research, Planning and Implementation**



**Proposal Due Date:**

**January 18, 2012  
5:00 p.m. Central Standard Time**

**Email proposals to:  
info@bcaamn.org**

## **Request for Proposal (RFP)**

### **Introduction**

The Breast Cancer Awareness Association of Minnesota (BCAA) is seeking proposals for a strategic marketing plan to grow attendance for our annual Living With Breast Cancer Conference. Submitting candidate must be able to provide full-service marketing capabilities including, but not limited to, marketing research, planning, implementation, advertising and public relations. Expertise in non-profit sector is essential.

### **Description of Association**

The BCAA was founded in 2001 by Ann Harris and Lois Joseph. The organization was created to be an educational and inspirational non-profit organization to fulfill the information and support needs of breast cancer patients, survivors, families and friends. The BCAA has a single disease focus and presents an annual conference with fundraising events throughout the year to support the annual conference. The conference is designed to bring people together and present the most current information on a broad spectrum of breast cancer treatments and support services in Minnesota.

For more information visit [www.bcaamn.org](http://www.bcaamn.org).

### **Goals**

The BCAA has the following goals for this initiative:

1. To increase paid conference attendance by 30% in 2012 and another 30% in 2013.
2. To increase brand awareness in BCAA target markets.

Vendor success will be measured against these goals as well as fulfilling the deliverables indicated below.

### **Required Deliverables, Scope and Criteria**

The following elements are of primary consideration in evaluating all submitted proposals and in the selection of a vendor:

- Plan should address strategies and tactics to increase conference attendance and ongoing engagement with target audience. Other key considerations for developing a plan include venue location change; opportunity to retain existing audience and engaging new audience(s) (i.e. new attendees, new organizations to participate and/or sponsor).
- Validate target market(s).
- Create strategic plan to attract target market(s).
- Create implementation and timetable to meet plan goals.
- Submit budget to support strategic plan including fulfillment of specified deliverables and regular reporting to BCAA as described herein.
- Identify BCAA short and long term deliverables required to support the plan.

**Please note:** The selected vendor must be aware that aggressive development and implementation will be required to meet short term deliverables for an October 6, 2012 event.

### **Qualifications:**

Vendor should have the following background:

- Experience in the non-profit sector.
- Is a professional/firm whose sole source of income is derived from the marketing services they offer to clients and have been in business for a minimum of 3-5 years.
- Ability to effectively communicate with BCAA board members regarding scope and deliverables on a regular basis.
- Achieve high-level end user satisfaction by providing world-class service.

**The Submitting Vendor Shall Be:**

- Experienced with design through administration of projects of similar scope and size as described in the Scope & Criteria section.
- Covered by all the necessary insurance, including general liability, and errors & omissions. (Proof of insurance to be provided prior to award of the final contract.)

**The Submitting Vendor Shall:**

- Provide background and experience credentials for projects of similar scope and size.
- Provide a minimum of three client references, including personal contacts telephone numbers and email addresses.
- The candidate submitting the proposal shall include a narrative clearly describing its perception of, and approach to the project.
- Provide all relevant contact information.

**Assumptions and Agreements:**

- Following review of proposals, BCAA will promptly notify each supplier regarding our desire to conduct (or not conduct) further negotiations with their firm.
- BCAA is not committed to any course of action as a result of its issuance of this Request For Proposal and/or its receipt of a proposal from you or other firms in response to it. BCAA may reject all proposals, if it so decides; negotiate with one or more firms; award only a portion of the contract; or make no award of a contract.
- BCAA will not reimburse your firm for any proposal preparation costs or other work performed in connection with this RFP, whether or not your firm is awarded a contract.
- The final decision regarding proposal selection and contract award will be subject to review and approval by the BCAA Board of Directors.

**Time-Cost:**

Plan of work and costs should be submitted in a format that segments various tactics to allow selection of specific items within the plan for implementation.

**Selection Process/Anticipated Selection Schedule:**

Any award to be made pursuant to this RFP will be based upon both the responsiveness of the vendor as well as the proposal which is most advantageous to BCAA with consideration given to functional, technical, business, cost, creativity, management requirements, and other factors as specified elsewhere in this RFP.

Vendor will confine its submission to those matters sufficient to define its proposal, and to provide an adequate basis for BCAA to evaluate the proposal.

Contract to be negotiated following acceptance of RFP, with customary contract terms.

**Submission Deadline:**

RFP must be received on or before 5pm CST, Wednesday, January 18, 2012

Additional Information Requests and email Proposal Submission should be made to:

Ann Kvaal, CAE

Email: [info@bcaamn.org](mailto:info@bcaamn.org)

Office: 651-487-3578